2017 AARP Livable Communities National Conference Dallas, Texas November 15, 2017
Enterprise Objectives

1. Expand our Ability to Deliver on our Social Change Mission and Grow Relevance, Visibility and Impact by Deepening our Connection to those 50+ and their Families in their Communities

2. Grow Local Advocacy in a Sustainable Way – build the capacity to engage our constituents to impact local/municipal policy for the long term

Key Constituencies:
50-64 Age Group and Multicultural Communities

Long-Term Vision
- AARP is the on-the-ground Trusted Resource for Improving Lives and Helping People
What is Local Advocacy?

Legislation and/or regulatory change by governmental bodies that impacts citizens in a locality/political subdivision
State and Local Advocacy Issue Areas

- Complete Streets and Vision Zero
- Rural Transportation Policies
- Public Transportation Policies
- Visitability and Inclusive Home Design
- Housing Affordability
- Accessory Dwelling Units
- Public Funding Mechanisms

From AARP Creative Asset Portal
Strategic Guidance for Evaluating Local Advocacy Initiatives

How does this issue fit into the overarching strategic plan for [state] and the particular community?

Who we are engaging with and listening to in the community?
• Elected officials, influencers
• Community and/or advocacy organizations
• Our members & constituents

Do we have any sense of how our members see these issues, and how they would view AARP’s involvement?
• What is our message around our “invitation” to engage in this community?
Strategic Guidance for Evaluating Local Advocacy Initiatives

Does AARP have established policy on the issue(s), and will our position align with that policy?

Does our positioning align with our Enterprise strategy on Engaging Locally and Livable Communities?

What are both the immediate and longer term outcomes we are seeking?
  • How are we defining success or a ‘win’?
Strategic Guidance for Evaluating Local Advocacy Initiatives

Does this connect to our state and/or federal advocacy work in any way?
- Issues/positions
- Key elected officials
- Stakeholders

What constituencies are impacted? Are our members/constituents aware of and concerned about the issue?

Who are supporters and potential opponents and what is their respective stake in the outcome?

How powerful is each stakeholder group?
Strategic Guidance for Evaluating Local Advocacy Initiatives

What is the history of the issue in the community?
• Have previous efforts/initiatives succeeded or failed?

What power does AARP have in this community?
• Are our members active & organized? (local team?)
• Have they previously engaged on our issues?

Does the issue widely impact a larger number of people and/or deeply impact a smaller number of people?

What are the trade-offs and potential consequences of the outcome?

Are there tax/fiscal implications?
Strategic Guidance for Evaluating Local Advocacy Initiatives

Is this issue potentially divisive between constituencies in the community? (based on age, income, race/ethnicity, lifestyle)

Have we weighed the potential risk and how we mitigate any controversy?

Do we have the organizational and operational capacity and resources to be successful?

What is the necessary resource commitment in terms of staff time, volunteer capacity, budget, communications, grassroots engagement, etc..?
Emerging Issues

- Housing Affordability
- Autonomous Vehicles
- Transportation Network Companies
- Complete Streets Implementation
- Public Funding Mechanisms
- Municipal Broadband
Emerging Trends

State legislatures are enacting laws that give municipalities the authority to implement policy changes that support Livable Communities and Age Friendly principles.

Examples:

• During the 2017 legislative session Tennessee passed the IMPROVE Act which allows 12 cities to hold local ballot referendums to adopt proposals to fund mass transit. AARP Tennessee supported the IMPROVE ACT and is now supporting a proposal on the city of Nashville ballot in May 2018 that would raise revenue to fund a comprehensive transportation plan.

• AARP Connecticut advocated for a state law that gave local communities the option/authority to implement zoning laws that would allow temporary health care structures on a family caregiver’s property to be used to help care for a loved one with physical impairments and limitations.
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DISCOVER THE REAL POSSIBILITIES IN

INDIANA

AARP IN
YOUR COMMUNITY

AARP
Real Possibilities
Why It Made Sense To Engage

- Indianapolis Transit System (Then & Now)
- AARPIN Livable Communities Strategy
- AARPIN Going LOCAL
- Overall AARP Livable Communities Strategy
- Campaigns, SASI & OGC
March 2014
Advocacy at Statehouse for legislation allowing local referendum

November 2016
Referendum is on the ballot and approved by voters

January 2017
Proposition 3, which will enact the funding approved by voters, is introduced by the Council

February 2017
Prop 3 is approved by the Council
AARPIN As A Peer

- **Coalition**
  - Transit Drives Indy
  - Keep Indy Moving Forward
  - AARPIN as a Coalition Partner
  - Making New Friends
• Riding the Bus
• #50plusridethebus
• Riding the Bus
• #50plusridethebus
Communications Strategy

- BUSt a Move
- TeleTown Halls (TTHs)
Take Action…

• Billboards
• Information Sheets
• Mail
• Phone Calls

AARP Indiana supports the Marion County Transit Plan

Don’t forget to vote on November 8! Visit action.aarp.org/IndyTransit

Marion County Mass Transit Expansion

Less than 10% of adults 65+ in Indianapolis currently live near frequent bus service.

Only 13% of Marion County households that include a person with a disability live near frequent bus service.

Reliable public transportation combats social isolation among aging Americans without cars. Older adults without cars are 10% less likely to schedule regular doctor’s visits and nearly 65% less likely to visit family on a regular basis.

AARP Indiana is working to build livable communities, allowing older adults to age with independence in their own homes and communities.

That’s why AARP is supporting the Marion County Transit Plan.

Currently, Indianapolis ranks 86th in transit investment per capita out of the 100 largest cities.

For older adults in the workforce, improved public transportation in Indianapolis would connect frequent bus service to 200,000 more jobs.

Social Security and other nontaxable income are not subject to the .25% income tax.
Blob Maps Tell A Story

• Social Media

My Heart Stops for You and Buses

I only have eyes for you.....and efficient Mass Transit.

We have arrived at our destination! The Marion County Transit Plan Passes.
Influencing Influencers

- Council Efforts
Influencing Influencers

• Council Efforts
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